



## City of Riverside Administrative Manual

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Review Date: 07/2012  
Prepared by: Development

Approved:

Department

City Manager

### **SUBJECT:**

## **Guidelines for Use of the Fox Performing Arts Center**

### **PURPOSE:**

To establish a standard procedure for the use of the Fox Performing Arts Center that encourages performances and events and establishes a structured process for bookings at the Fox Performing Arts Center.

- The Fox Performing Arts Center will be a multi-use, multidisciplinary theater.
- The Fox Performing Arts Center will be part of a set of cultural facilities intended to promote artistic and organizational development of local cultural arts groups.
- The Fox Performing Arts Center will be a driver of Downtown economic growth and revitalization.
- The Fox Performing Arts Center will be operated and managed with a goal of significant cost recovery.

### **POLICY:**

The Policy addresses booking and scheduling priorities, rental rates and insurance requirements. The Fox Performing Arts Rental Rates Schedule sets forth the rental rates as well as fixed and variable pricing for ancillary services and equipment rentals offered to performing artists, promoters, public groups and organizations for their use of the Fox Performing Arts Center. Application for use of the Fox Performing Arts center can be requested by contacting the Fox Performing Arts Center.

### **Mission Statement**

The mission of the Fox Performing Arts Center is to serve and enhance the City of Riverside, its residents, artists, art enthusiasts and the Downtown by providing a first class regional facility offering a wide range of professional and community based performing arts.

## **Booking in Order of Priorities**

- a. The Fox Performing Arts Center will serve as a regional commercial entertainment venue (touring shows, popular acts, subscription series, promoter events, speakers).
- b. If a resident theater company is established at the Fox Performing Arts Center, such as a Broadway-level touring company, it will have booking priority.
- c. The Fox Performing Arts Center will be a venue for local (Riverside) professional, educational and community non-profit performing arts organizations.
- d. The Fox Performing Arts Center will be a venue for regional professional, educational and community non-profit performing arts organizations.
- e. The Fox Performing Arts Center will be a venue available for mobile recording, commercial filming, videotaping, or live television broadcasts.
- f. The Fox Performing Arts Center will be a venue for community activities (corporate events and special events).

## **1. Rental Rates**

- a. The Rental Rates Schedule for the Fox Performing Arts Center will be posted on the Fox Performing Arts Center web site.
- b. A booking deposit will be required to hold a date. The booking deposit will be in an amount of \$1,500 for single bookings (one performance per day) and a deposit of \$1,000 per day for multiple day bookings.
- c. The commercial rate at the Fox Performing Arts Center is \$3,000; the non-profit rate is \$1,500. Qualified local non-profit organizations pay 50% of the commercial "four-wall" rental rate, the industry definition of which is that the producer assumes responsibility for all of the expenses of a show and gets all of the revenue. The operator will establish a cafeteria approach to pricing crew and equipment so that a Presenter/Producer/Promoter can see the potential costs associated with a production.
- d. A damage deposit will be required for all bookings in an amount equal to the greater of 10% of the expected daily four-wall rental charges or up to \$300.00/per day.

## **Insurance**

All organizations using the facility must provide a certificate of insurance for approval by the City's Risk Manager at least ten (10) days prior to the facility use date.

## **Other Conditions**

- a. At least 18 days per year will be made available for qualified local/regional non-profit programming.
  1. An annual calendaring period and an equitable scheduling system will be developed in order to provide access to groups to schedule events.
- b. The Fox Performing Arts Center will maintain booking flexibility for the operator (e.g., the operator could cancel or move a non-profit date up to sixty (60) days before the performance).
- c. The City of Riverside will have use of the Fox Performing Arts Center at no charge for up to four (4) functions for each fiscal year, exclusive of stage productions, according to the terms of the Professional Consultant Services Agreement.

## APPLICATION AND BOOKING PROCEDURE:

Some steps in the procedures outlined below may be modified or omitted based on the complexity of the performance and/or event.

Responsibility	Action
Presenter/Producer/Promoter	<ol style="list-style-type: none"><li>1. Contacts the Fox Performing Arts Center Operator to discuss the nature and feasibility of the proposed performance, program and/or event.</li><li>2. Obtains a Schedule of Rates for rental and associated costs via the Fox Performing Art Center's web site or from the Operator via fax or email. At the same time, obtains insurance requirements for cost quotes.</li><li>3. Reviews line items detailed in Rate Schedule to ascertain financial feasibility of targeted event based on best estimate of cost (many costs are variable and are not determined until final settlement, e.g., stage labor based on time spent working).</li><li>4. Contacts Operator, if the decision is to proceed, to review available calendar dates. If a mutually agreeable date(s) is decided upon, requests Operator to place a hold on said date(s) and provides Operator with a non-refundable deposit in the form of Cash, Check, Money Order, Cashier's Check or Visa/Master Card Charge within 48 hours. (Note: Credit Card transactions are subject to a 3% processing charge levied by the card company.)</li></ol>
Operator	<ol style="list-style-type: none"><li>5. Places a 48-hour hold (Sundays excluded), once a mutually agreeable date(s) is decided.</li><li>6. Requests presenter information once deposit is received. Information is provided for inclusion in contract to be issued to Present/Producer/Promoter for use of the theater within the Fox Performing Arts Center. Contract will also include a detail of insurance requirements, estimated costs and amount of balance due, which is payable 10 days prior to day and/or first day of event.</li><li>7. Issues complete contract to Presenter/Producer/Promoter for signature and provides Presenter/Producer/Promoter with a fully executed copy.</li></ol>